



**CHAMPION
PROVIDER**
FELLOWSHIP

A Powerful Approach to Healthier Communities

Communications Training

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Presented by Michael Miller and Paula Hamilton

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WORKING WITH THE MEDIA



Understanding the Media

Electronic

- News radio
- Television

Print

- Newspaper
- Magazine
- Talk radio

Social Media



What Matters to Media?

- Timely
- Local
- Significant
- Trendsetting
- Ironic
- Controversial
- Celebrity



Interview Do's



- Know your message, stick to it
- Engage in 2-way conversations
- Ask questions
- Be clear and concise
- Tell stories
- Avoid jargon and acronyms
- Honor deadlines

A Few Don'ts

- Don't speak for others
- Don't stray off topic
- Don't assume
- Don't say anything you don't want to see in print
- Don't go off record
- Don't be afraid to say "I don't know"



Bridging



Flagging



Comfort of Staying on Message



And When You Don't



Governor Schwarzenegger on Meet the Press



Let's Practice

- **Message**
- **Credible**
- **Control**
- **Building a relationship**



Review

- **Know your audience**
- **Know your issue**
- **Know what you want to achieve**
- **Speak to audience needs**
- **Stick to your message**
- **Control the conversation**

Questions and Answers



For More Information

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